✔ FACEBOOK GROUP CHECKLIST

8 Ways to optimize your Facebook Group to build a booming community of loyal fans who love L'BRI, and share it with friends!

KEEP IT CLOSED

A closed Group makes the content exclusive (for members only) and keeps out trolls, lurkers and competitors. Update Membership Approvals to: "Only admins & moderators" to prevent members from auto-adding friends

UPLOAD A COVER PHOTO

Your cover photo should communicate what your Group is about and help you attract your ideal customer.
Bonus tip:
Cover photo sizing = 1920 x 1080

DEFINE YOUR GROUP

Complete your Group description and include keywords that people might be searching, so they can find YOU. Tell members about you, why they should join, and what they can expect. Add your website link at the end so they can learn more about L'BRI.

CREATE A CUSTOM URL

Go to "Edit Group Settings" to create a custom web address for your Group that you can easily share. Add your URL to catalog stickers, business cards, your email signature, Facebook Profile - everywhere!

ASK QUESTIONS

Go to "Edit Group Settings" > Membership Requests and complete the Ask Questions feature to vet and learn more about new members - and how you can best serve them.

ADD TAGS

Tags help Facebook recommend your Group to people who might be interested in L'BRI products. Examples: Aloe, natural skincare, natural baby products, makeup, anti-aging skincare.

WELCOME MEMBERS

Use the "Welcome Members" feature (available on desktop under Members in the right sidebar) to welcome new members weekly. Increase interaction by asking members to introduce themselves!

OFFER A FREEBIE

Upload "5 Steps To Beautiful Skin" to the files and mark it as an Announcement so it stays at the top of the Group feed. Offering a value-added printable increases membership and leads to sample requests = new customers!

L'BRI
PURE n' NATURAL